

riding high in

PARK CITY

richard schermer

In terms of ski vacations, Utah—and specifically the Park City area—is hot, although skiers might prefer the state's ski areas be downright chilly, and according to Park City officials, even in early October, there was already significant drops in temperatures and new snow accumulations. But for this winter season, we can honestly say Utah ski vacations are hot—so hot, in fact, that for the third

consecutive year Deer Valley Resort, one of Park City's ski areas, was named the number one ski resort in North America by the readers of *SKI* magazine.

Additionally, all three of Park City's ski areas—including The Canyons Resort and Park City Mountain Resort—were ranked within the top 20 resorts in North America for the 2009/2010 season.

"The Park City resort rankings help travelers get an idea as to what the area has to offer," says Bill Malone, CEO of the **Park City Chamber of Commerce/Convention and Visitors Bureau**. "Having all three of Park City's ski areas within the top 20 resorts in North America gives travelers great confidence in their vacation decisions. This is a great recognition...."

And indeed, these three resort areas offer

Opposite page: A hot air balloon ride is a perfect way to take in the area's stunning scenery.

a triple treat on Parleys Canyon and are all located within a 5-mile radius. Skiers will also love the fact Park City operates a free area-wide bus service between Deer Valley Resort, Main Street Transit Center, Park City Mountain Resort and The Canyons Resort. In total, the Park City area offers 53 lifts, 371 trails/runs and more than 9,000 skiable acres.

Lisa Kerkela, **Funjet Vacations'** relationship and buying manager for ski, says that one of the best reasons to take a ski vacation to the Park City area is because skiers will "...be able to experience all three [ski areas] during one ski vacation without excessive driving. There is something for everyone in the Park City area—from terrain parks to groomed runs, from art galleries to nightclubs, and with its close location to Salt Lake City airport (about a 35-minute drive), getting there is easy too."

park city mountain

Park City Mountain—whose scheduled ski season will run from Dec. 5 to April 11, 2010—includes diverse terrain covering 3,300 acres, award-winning terrain parks and an abundance of high-speed chair lifts providing unlimited fun and adventure. It is the only resort to offer ski-in/ski-out access to Park City's historic Main Street via the town lift.

Here, there are groomed signature runs that let intermediates get a taste of advanced terrain and there are nine bowls and up to 50 groomed runs every day. Recommend clients explore the trees in the new Motherlode Meadows terrain or discover the steep passages of Jupiter Peak. Or, they can further test their skills as a boarder in one of its four award-winning terrain parks.

For families, Park City's kids programs are among the best in the country and provide the perfect balance of fun and learning as they feature child specialist instructors who blend ski instruction with educational activities in Park City's Children's Learning Center.

Speaking of families, there's the lighted, lift-served tubing hill at Gorgoza Park. For smaller tubers, there is also a miniature snowmobile track at the Fort Frosty Snow Play Area. Participants hop in the Toboggan-styled cars of the Alpine Coaster and hold on as they whoosh down the mountain past the beautiful Alpine scenery.

After a day on the slopes, clients can refuel at any one of Park City's hundreds of restaurants and bars, serving up the widest variety of cuisine and assuming they have any energy left, participate in some of the best nightlife in the Rockies. All this before retiring to a lodging property guaranteed to meet any party size and budget.

The **Yarrow Resort Hotel**, for example, offers a convenient location within the heart of Park City providing a full service of amenities. The free Park City shuttle stops at the hotel's front door and delivers visitors to Park City's world-class ski resorts and historic Main Street within minutes. Rates are \$79 per nights now through Dec. 17, 2009.

Additionally, **Park City Mountain Resort** is offering a *Family Value* package with savings up to \$698. The package includes slope-side lodging for two adults and two children, as well as two adult 3-day ski lifts. A minimum 4-night stay is required. Rates start at \$257 per adult per night.

the canyons

Located five minutes down Parleys Canyon from Park City lies The Canyons Resort, with its scheduled ski season running from Nov. 27 to April 11, 2010. With over 3,700 acres of skiable terrain, the Canyons Mountain area represents Utah's largest single ski and snowboard resort. Recommend clients stay at one of its world-class lodging properties located in the heart of the Resort Village, just steps from the Gondola. On the 3,700 acres of widely varied terrain, skiers can snowride over 163 trails, 17 lifts, and two cutting-edge terrain parks. Additionally, there are myriad ski schools for riders of all levels, including children's schools for ages 2 to 14.

For accommodations, there are three world-class lodges, including the **Canyons Grand Summit Hotel**, a AAA four-diamond property featuring everything from standard guestrooms to luxury penthouse suites. Amenities include heated outdoor pool, full-service spa and health club, fine dining, nightlife, high-speed wireless Internet access and an in-house daycare service.

The **Silverado Lodge** is the newest addition to the Resort Village offering hotel rooms,

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Lisa Kerkela, Relationship and Buying Manager for Ski, Funjet Vacations



Beyond skiing, families can take a sleigh ride to see the sights.

studios and 1- and 2-bedroom suites. Amenities include four season outdoor pool/hot tubs, fitness facility and heated underground parking. The **Sundial Lodge**, meanwhile, located in the heart of the Resort Village, also offers a variety of accommodations, including standard rooms, studios and 1- and 2-bedroom suites. An ultimate way to experience the Canyons is to reserve a space in its *First Tracks* program and enjoy special guided access to portions of the mountain a full hour before it opens to the public.

There's a *Canyons Resort Winter Playland* package available from Dec. 4 to April 7 that includes over \$500 in free amenities with a reservation at one of the official Canyons properties. Clients can choose any three of the following gifts—3-day adult lift ticket; two *First Tracks* passes; 3-day sport equipment rental package; full-day adult or child group ski/snowboard lesson; \$150 resort dining credit; or a 50-minute massage at the *Grand Summit Spa*. A minimum 4-night stay is required. Rates vary by property.

deer valley resort

Five minutes up the Canyon in the opposite direction from the center of Park City, is one of the most critically acclaimed ski areas in North America. Deer Valley Resort—whose season this year will run from Nov. 21 to April 11, 2010—provides the ultimate in first-class service skiing.

"Deer Valley consistently provides exceptional customer service both on and off the slopes," says Kerkela. "It is pampered skiing at its finest with lots of personal attention [such as ski valets and onsite childcare] and exquisite dining options. Many also enjoy the fact that it is a skiing-only resort—snowboarding is not permitted here, which creates a sense of exclusivity."

And although limited to skiers only, the mountain does offer over 2,000 acres of skiable terrain over six separate peaks.

Deer Valley provides complimentary morning and afternoon mountain host tours for both intermediate and expert skiers, while complimentary daytime and overnight ski storage facilities are also provided at

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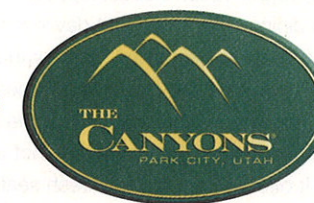
RELAX, YOU'RE RECOMMENDING A CANYONS VACATION.

When you book a family ski vacation for your clients at The Canyons® Resort in Park City, Utah, you give them everything they want: adventure, memories, possibilities, and ease.

As Utah's largest resort, the variety on the mountain is nearly limitless, the lodging options are plentiful, and the après ski fun abounds. And now, with our new WINTER PLAYLAND PACKAGE, you can offer your clients even more. Just book their trip at one of the official lodging properties of The Canyons Resort, and they'll get \$500 in special resort gifts that they can choose themselves—lift tickets, ski lessons, spa treatments, and much more. So give us a call today, and give your clients the most carefree ski vacation ever.



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riding high in **PARK CITY**

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THE CANYONS RESORT

The Canyons ski area is Utah's largest single ski and snowboard resort.

the base of the mountain. Deer Valley Resort limits the number of lift tickets sold each day and therefore one never senses the mountain is even remotely overcrowded and is able to avoid long lift lines.

When skiing Deer Valley, tell clients not to miss cruising down Stein's Way, the ultimate groomer named after the famous skier, Stein Eriksen. The run provides jaw-dropping views of the Jordanelle Reservoir from the top leading to steep and rolling terrain all the way down the spine of the run and represents one of the longest sustained pitches in Utah. For freeriding terrain, recommend the resort's TNT (Tricks 'n Turns) Park with a variety of snow features for freestyle moves. There are even lessons available for those who want to become acquainted with the latest tricks and techniques.

Once a skier fully experiences the comforts and delights of Deer Valley Resort, they'll truly feel spoiled. In fact, the Deer Valley ski experience can't be used as a basis to compare to any other mountain. The place is simply unsurpassed in terms of luxury, comfort and groomed-to-perfection slopes, topped off with gourmet dining in three elegant day lodges.

Among several excellent restaurants in Deer Valley, there's the highly recommended Resort's Mariposa Restaurant. Also, the seafood buffet at **Snow Park Lodge** is not to be missed. It offers a vast array of fresh seafood, including sushi, chilled shellfish, oysters on the half-shell, fresh salads, hot seafood appetiz-

ers and entrees along with pasta, roast duck and prime rib.

For high-end comfort recommend the **Black Diamond Lodge**, which is perched slopeside next to the Resort's Snow Park Lodge and Wide West ski run. Here, the mountain-style ambiance features include stone fireplaces, custom alder wood cabinetry, travertine counters, private hot tubs and gourmet kitchens. It's a perfect fit for families or large groups as condominiums range in size from 2,200 to 4,500 sq. ft. and feature 2-, 3- and 4-bedroom residences. Rates start at \$815.

Tell clients they can save 25 percent off lodging at participating Deer Valley properties and lift tickets with an early-season vacation. They'll receive a free day of skiing for each paying adult and one night of free lodging. A minimum 4-night stay is required and the offer is valid from Dec. 5 to Dec. 25.

off the slopes

But it's not just about skiing in Park City. "There is the Olympic Park, which can be toured year-round (take a ride on the bobsled)," says Kerkela. "There's also snowmobiling, tubing, shopping on the historic Main Street in Park City or there is an outlet mall nearby, sleigh rides, hot air balloon rides, a variety of exciting dining experiences or even a visit to one of the many spas in the area for a rejuvenating treatment."

Other sure bets are taking a tour of the newly renovated Park City Museum, located in Park City's historic Old Town district—it offers an interactive pictorial of Park City's colorful mining and ski history—snowshoeing, or ice skating at the Park City Ice Arena with an Olympic-sized ice sheet

Kerkela recommends clients stay in the more affordable Park City or Canyons area and Funjet Vacations has a **5th Night Free** offer at the three-and-a-half-star **Silver King Hotel**, located just steps from the Park City Mountain area, from Jan. 11-16, 2010, with sample rates starting at \$1,448 in a studio suite for two adults. ■

contact information

The Canyons Resort: thecanyons.com
Deer Valley Resort: deervalley.com
Funjet Vacations: (888) 558-6654; funjet.com
Park City Chamber of Commerce/Convention and Visitors Bureau: parkcityinfo.com

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